

Secure geolocation data sharing in Fairtrade

How Fairtrade's digital systems support geolocation data sharing for EUDR readiness



Fairtrade digital systems – including Fairtrace – now enable Fairtrade cocoa and coffee exporters and importers to directly and securely access geolocation data and deforestation monitoring results shared by producer cooperatives for EUDR readiness. Fairtrace is the platform that tracks Fairtrade product sales across global supply chains.



In Fairtrace, exporters and importers benefit from:

Geolocation data needed for EUDR readiness

- Through a feature in Fairtrace called **Geolink Contract Registry**, exporters and importers can access plot lists with geolocation data shared by Fairtrade cooperatives, via our Plot Insights platform designed for producers.
- Functionality is integrated into existing tools, all securely within Fairtrade's digital ecosystem – with a convenient single login via Fairtrade Unify.
- Plot geolocation data is shared in GeoJSON format, ready for importers' due diligence statements in the EU's platform, TRACES.

Validated data and risk insights you can act on

- All geolocation data shared have passed Fairtrade's robust data validations aligned with the EU data requirements, so you can have confidence in its quality.
- Geolocation data comes with an EUDR-relevant deforestation risk summary via our third-party satellite monitoring partner, Satelligence – high spatial resolution imaging (10m) means low risk of false positives.

Traceable and ethical

- Trackable, seamless data sharing and messaging between Fairtrade cooperative, exporter and importer, replacing slow manual document exchange.
- Cooperatives own their data in Plot Insights and manage sharing with their trade partners, supporting ethical data management.

Going further to prevent deforestation

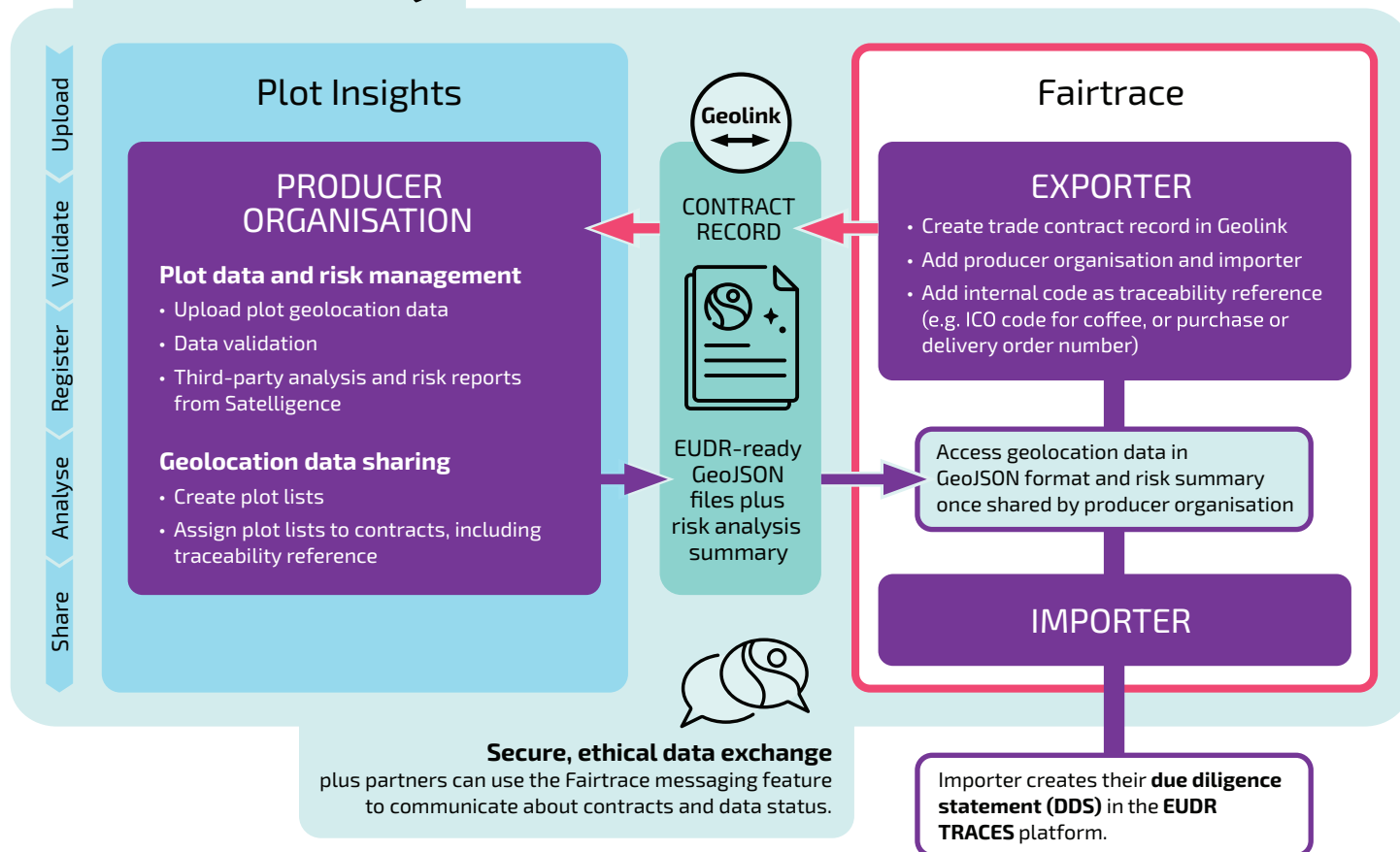
Sourcing Fairtrade means your supply chain benefits from:

- Fairtrade Minimum Prices and Premiums, plus optional Living Income Reference Prices and income diversification programmes that aim to reduce economic pressure driving land conversion. 
- Hands-on training from Fairtrade producer networks in climate-resilient farming practices and forest protection. 
- Standards-driven requirements that encourage cooperatives to proactively protect forests. 





Fairtrade Unify



Steps of data sharing through Fairtrade supply chains

1. **Exporter:** creates a contract record in the Fairtrade **Geolink Contract Registry**, and adds the relevant cooperative and importer partners for the sale, creating a traceable link from origin to entry in the EU.
2. The exporter can assign industry standard **traceability references** to the contract, such as the ICO code for coffee, export lot number for cocoa, or purchase or delivery order.
3. The cooperative attaches a **plot list with geolocation data** to the contract directly from Plot Insights. Cooperatives can share geolocation data based on **traceability to the plot level** or **reporting in excess**, sharing all members' plot data.
4. The plot data plus a **deforestation risk analysis summary** is then available to the exporter and importer in Fairtrace. Data can be shared for non-Fairtrade sales as long as the buyer is certified, but the risk summary is only available on Fairtrade sales.
5. **Importer:** downloads the geolocation data in GeoJSON format to conduct due diligence and create their statement.

Hosted within Fairtrade Unify

Fairtrace is now part of Fairtrade Unify, a new centralised location for the Fairtrade digital ecosystem. It brings together multiple systems into one place, with a single point of entry. Unify will continue to grow with the integration of new systems and tools.

Get started

You'll see Geolink in Fairtrace starting in November. If you want earlier activation or need support, contact flocert@flocert.net or click on "Help" in Fairtrace. Once activated, refer to the [step-by-step user guide](#) to get started.